

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

2,41

Da

General Trade Edition

DIG & DUNG

WITH 1953 PRICES

Sales and Service Bulletin



BLUE LABEL DAHLIAS

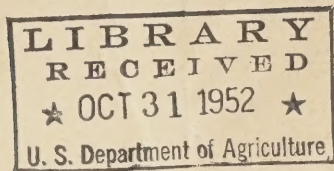


Sure to Grow. Free from Disease. True to Name

WAYLAND DAHLIA GARDENS

E. R. & H. M. RYNO, Props.

Wayland, Mich., U. S. A.



Attention Buyer or Advertising Manager

General Trade Edition

DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.—Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

Sales and Service Bulletin

VOL. 20

WAYLAND, MICHIGAN U.S.A., SEASON OF 1953

NO. 1

Dahlias For Fifty-Three

In our Bulletin last year we offered as our opinion regarding the dahlia situation this forecast: "We do not believe the total acreage in the United States available for 1952 trade will be as great as last year nor will prices be very much, if any, lower than last year." We all know that the demand for dahlias this past spring was probably as great as, if not greater than, at any time during the war when such demand was at its peak. Those of us who have kept close watch of the classified advertising columns in the leading newspapers of our trade also know that prices have not broken at any point during the entire season. This makes us feel quite certain that no surpluses have been carried over for planting this year and also makes us feel perfectly safe in repeating our last year's forecast for the season of 1953.

As our customers know, most of our trade is with the larger mail order seed and nursery houses. These people prepare their catalog copy early in the fall each year and naturally when preparing this copy they are placing contracts to cover their requirements for the coming season so they have their supplies assured before their catalog goes to press. Many of these contracts have already been received and most of the others will be in long before we start our harvest October 1st. To make it possible for these people to cover their requirements in advance without giving a definite order or investing money in stock before it is needed we many years ago inaugurated what we call our Reservation Order plan. Under this plan the customer estimates his requirements and we accept his tentative order for same and reserve stock for him until it shall be needed next spring. He is not obligated to take his entire reservation should business fail to meet expectations and he is protected against any drop in prices throughout the season. The plan absolutely insures his having stock available up to the quantity estimated and always at lowest prices prevailing at the time goods are needed and also insures

against his being left with any surplus which he would otherwise have to sell at a loss or plant out in his own fields to be sold another year thereby making it impracticable for him to change his list from year to year and keep up to date in the varieties he has to offer.

In addition to our mail order trade we have a very large trade with the jobbers and florists as well as other dahlia growers who, since they are not issuing a catalog do not have to buy so far in advance of the time they need their stock. These people will find our Reservation Order plan equally desirable to them as to the mail order men, because it will enable them to place their order in the fall while varieties are still available and yet with absolutely no deposit required to insure this stock being held for them until it is wanted next spring.

We have upwards of eighty acres of dahlias this year and we are sending our list to all of our customers early this season to enable them to make their selection early and thus be sure of their supply when planting season approaches.

We realize that with such an enormous quantity of dahlias as we should harvest this year we have a tremendous problem before us in the distribution and marketing of this crop. We should have plenty of roots to meet all demands but it is our principal interest now as it has been in the past to see that these roots are marketed with satisfaction and profit to our many customers. The dahlia is unquestionably the greatest of all fall flowers and it is also about the most easily grown of all flowers. They do well in every state in the Union and sell well through every method of merchandising — through mail order catalogs over the counter and at the nursery. They are never a glut on the market so prices have to be cut in order to dispose of them and they always sell at prices which leave as high profit as any horticultural subject. We do not believe you will find any line which sells more readily or at better profit than the dahlia.

I have before me a book on "The Elements of Marketing" by Paul D. Converse, the Associate Professor of Business Organization and Operation, University of Illinois, published by Prentice-Hall, Inc., New York. In this book on page 991 I notice a paragraph on "Advantages and Disadvantages of Advertising" which I am taking the liberty to quote as follows: "The chief advantage of advertising is the low cost of reaching a prospect. An advertisement can be placed before many prospective buyers for the cost of having a salesman make a single call. Advertising can make its appeal frequently while the calls of a salesman are generally relatively infrequent. Advertising also reaches prospects whom it would be difficult for salesman to interview because they are not interested. Advertising may reach them through newspapers, through the mail, or on the streets, and may attract their attention and arouse their interest. Advertising is thus important in doing the preliminary work of selling. The principal disadvantages are its lack of personal appeal and insistence; the ease with which it can be overlooked or ignored; its inability to answer questions or objection; and its weakness in closing sales."

I think Mr. Converse gives a very clear and true presentation of facts in this paragraph and I believe that it is of vital importance that every mail order advertiser gives careful consideration to the points Mr. Converse gives as the disadvantages of advertising, namely, "Its lack of personal appeal and insistence; the ease with which it can be overlooked or ignored; its inability to answer questions or objections; and its weakness in closing sales." These points can be overcome without great difficulty if advertising is well prepared. Personal appeal rests largely in the matter of illustration; insurance against its being overlooked or ignored rests in proper display; its inability to answer questions or objections in the proper preparation of copy and its weakness in closing sales in the matter of price or terms.

DIG & DUNG

PUBLISHED BY

WAYLAND DAHLIA GARDENS

E. R. and H. M. Ryno, Props.

Wayland, Michigan

SEASON OF 1953

Collections And Units

We have always believed strongly in offering dahlias in collections of three or more roots at a special price per collection as well as by listing them individually and selling by the single root. This gives the customer a perfectly balanced selection of types or colors and at the same time saves considerably on the cost of packaging and mailing.

There are really seven different shades of color among dahlias, as follows:—Red, Pink, Yellow, White, Lavender or Purple, Buff or Orange and Bi-color. In offering collections of dahlias these colors should be carefully blended and each collection should be made up about as follows:—

Collection of three roots—Red, Pink and Yellow.

Collection of four roots—Red, Pink, Yellow and White.

Collection of five roots—Red, Pink, Yellow, White and Lavender or Purple.

Collection of six roots—Red, Pink, Yellow, White, Lavender or Purple and Buff or Orange.

Collection of seven roots—All seven colors or shades.

Offered in such collections a minimum price of \$1. is possible and larger collections and better varieties can be sold at higher prices ranging up to \$5. or more and yet without being much out of line with prices such as are almost always charged by the leading growers from those who purchase their roots at such grower's fields during blooming time.

FOR JOBBERS' TRADE

We are supplying many of the largest jobbers with roots which are suitable for packaging and selling through the retail trade. It is impossible for us to cut our prices on such stock in regular named varieties but by offering our assorted large flowering varieties under definite colors we have been able to meet the requirements of this trade to their complete satisfaction.

The colors we are offering for this particular trade are those most in demand and we can assure our customers of really wonderful values on this particular item at a uniform price of 5c per root, customers selection of color. No orders for less than 1,000 roots will be accepted at this price.

For Advertising And Bargain Offers

We are probably the only growers in the country who is in a position to supply dahlias in quantities running up into the thousands or hundreds of thousands of roots for use as special advertising or premium offers and we have complete facilities for direct mailing of such offers when desired. If you are interested in this particular kind of a deal we shall be glad to quote on your specification.

BOXED DAHLIAS

Our line of Boxed Dahlias for Counter Trade sold so well last year that we have decided to allot a considerably larger number of roots to this particular part of our line this year. We have added one more collection to our line and have revised the list of varieties in each number so our retail dealers will be able to offer the very finest dahlias in the world at prices which are less than those usually charged by the leading growers who specialize in retail sales. These collections are offered to our dealers at prices which will enable them to make larger profits on their dahlia sales than on any other item in their stores. All of these collections will be packed in uniform boxes under four color labels. Sample of the Series E or Exhibition Dahlia Collection is shown on page 7.

The complete list of varieties included in our line this year is as follows:—

SERIES A—is made up of unlabelled varieties, assorted types and colors, roots not individually wrapped. All other collections are made up of named varieties, each root wrapped and labeled, as follows:—

SERIES B-1—6 Beautiful Dahlias, include White Queen, art type, white; Red Chief, ball type, red; Libelle, cactus type, purple; Ellinor VanderVeer, decorative, pink; Countess of Pembroke, decorative, lavender; Yellow Colosse, decorative, yellow.

SERIES E-1—6 Decorative Dahlias, Avalon, yellow; Margaret W. Wilson, white and lavender; Rose Glory, pink; Sanhican's Monarch, rose purple; Mina Burgle, red; Sanhican's Bluebird, bluish.

SERIES E-2—6 Decorative Dahlias, Mrs. Geo. LeBoutillier, red; The Commodore, yellow; Marshall's Pink, pink; Kemp's White Wonder, white; Commando, lavender; City of Cleveland, orange.

SERIES H. R. 1—5 Honor Roll Dahlias, Mrs. Thomas Edison, red; California Idol, yellow; Pink Favorite, pink; Daddy Kemp, reddish purple; Sherwood's Peach, salmon buff.

Of course we reserve the right to change the varieties in these collections in case of crop failure of any of the varieties listed. In the event of such change we guarantee to use varieties of equal value and in all cases label will state exactly what varieties are included.

Wrapped Dahlias For Counter Trade

This is another item in our list which has proved to be a very good seller and we think it will be found far more satisfactory to the dealer than bulk roots which deteriorate much more noticeably when placed in open air and light than they do when each root is wrapped and labeled. These roots will come in very fine varieties which should sell readily at 25c, 35c and 50c each and they cost you only 10c each which leaves a handsome profit even at the lowest price. See page 6 for further particulars on this item.

HEADLINES IN ADVERTISING

The headline is a vital part in every ad—the part that attracts attention, arouses interest and incites further inquiry. To get the knack of writing a strong, catchy headline, take a copy of your daily newspaper, select a leading news item, cut off the headline and lay it one side, then read the news item over carefully and write your own headline. Compare this with the one used by the publisher and see how easy it is to get the "hang" of the thing. After a few trials you will be surprised at your own work in this line. Then apply it to your advertising copy and see if you don't get better results.

We should like to keep a file of our customers' dahlia ads and if you turn out something that seems to bring good results we should appreciate it if you would send us a clipping of the ad. Perhaps in a future issue we may find room to reproduce the best of these. The same applies to your catalog or any other literature you may issue that pertains to dahlias.

If we can be of any help to you in preparing your selling campaign, do not hesitate to call upon us.

**ALWAYS REMEMBER
BLUE LABEL DAHLIAS
ARE
Sure to Grow
Free From Disease
True to Name
and THEY SATISFY**

PLEASE NOTE THESE POINTS

QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type package required and to ship direct to customers under your own label if so desired.

INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great midwest as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality and not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st, we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st, after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

CREDITS

If total order amounts to less than \$50.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$50.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letterhead or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up — labor, paper, boxes and packing material, fuel, taxes, etc. — it will be noted that we have advanced prices on only a few items, while many others have been lowered considerably. We, therefore, urge our customers to get their reservation orders in early and thus greatly facilitate our handling of such orders during the shipping season.

NET GROWERS PRICES FOR 1953

These prices apply only on orders for 10 or more roots of any variety. If less than 10 roots are ordered add 3c per root to cover additional cost of labelling and packing.

10% extra count is given in all cases—that is 11 for 10, 110 for 100, etc.,—except where roots are packed in special boxes or cartons ready for reshipment—to take care of any possible replacement claims and to help defray transportation charges. This extra count is figured on even multiples of ten only.

As packed for shipment roots weigh approximately 15 lbs. per hundred.

All our stock is absolutely dependable, field grown from roots—not plants—planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every root with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

For individual wrapping and labelling add 1½c per root to prices given.

LARGE FLOWERING TYPES

(A) Art or Peony-flowered (B) Ball or Show (C) Cactus (D) Decorative

Some varieties are short crop, other varieties are being withheld to increase stock, and still others were completely sold in the field before going to press. Such varieties are described as "out for this year" and while we are including them in our list this is done merely as a matter of record and under no condition can we supply even small quantities of them until another season.

At 4c Each

MIXED—Every year at planting time our third and last sorting of planting stock is thrown into one lot and planted as Mixed. This lot represents at least a few roots of almost every variety in our list of Large Flowering Dahlias, and because of the fact that there are such limited quantities of each of the many varieties represented no effort is made to reclaim these varieties at digging time. This mixture is undoubtedly the finest and most varied assortment of dahlias ever offered and should make a most attractive Special Bargain Offer feature for your catalog. If desired, we can pack these roots in lots of 6 or 8 in a special corrugated slide box, 5x6x2½ inches, at 5c per box extra.

At 5c Each

MIXED BY COLOR—This item is made up from surpluses in our named varieties, and is intended especially for Jobber's Trade. Not less than 1,000 roots of a color can be supplied under this offer. Available in Red, Pink, Yellow, White and Lavender.

At 6c Each

Aurore (A) Orange salmon
Camille Franchon (A) Red lighter tip
Geisha (A) Yellow and red
Perfect Beauty (A) Red and white
Queen Wilhelmina (White Queen) (A) Pure white
Sweetheart's Bouquet (A) Salmon rose and fawn
A. D. Livoni (B) Pink
Bonnie Blue (B) Bluish
Floral Park Jewel (B) Red tipped white
Lucy Fawcett (B) Yellow tinged rose
Mary Helen (B) Yellow
Maude Adams (B) White flushed pink
Mrs. C. D. Anderson (B) Crimson mauve
Orange Ball (B) Orange
Purple Ball (B) Purple
Red Chief (B) Bright red
Schampel's Ball (B) Buff tipped white
Storm King (B) White
Stradella (B) Rose purple
Tillamook (B) Light pink
Vivian (B) White tipped purple
Yellow Duke (B) Yellow
Bertha Horne (C) Bronzy Yellow
Bride's Bouquet (C) White
Celia (C) Lavender pink
Emily Russell (C) American Beauty red
J. H. Jackson (C) Maroon
Lawine (C) White tinged lavender
Libelle (C) Royal purple
Perle de Lyon (C) White
Rene Cayeux (C) Brilliant red

Agnes Haviland (D) Rose pink and yellow
Countess of Pembroke (D) Lavender
C. P. R. (D) Cream overlaid purple
Darlene (D) Shell pink
Delice (D) Pink
D. M. Moore (D) Maroon, almost black
Doazon (or Big Gus) (D) Orange scarlet
Dr. Tevis (D) Salmon pink
Dorothy Sager (D) Salmon and orange
E. T. Bedford (D) Purple tinged silver
Flamingo (D) Pink
Mrs. J. Harrison Dick (D) Yellow and pink
Purity (D) White
Spirit of St. Louis (D) Large reddish purple
Yellow Colosse (D) Yellow

At 7c Each

Cleopatra (A) Dull gold
Diana (A) Scarlet. This is the true Marean Diana
Rosalia Styles (A) Pink
Etenard de Lyon (C) Lavender
Gay Paree (C) Golden bronze suffused red
Scaramouche (C) Large Indian red
Aida (D) Maroon
Avalon (D) Yellow
Catherine Wilcox (D) Pinkish white tipped red
Ellinor VanderVeer (D) Glowing rose pink
Harry Mayer (or Blue Moon) (D) Pale Roselyn purple
Iowa (D) Maize tipped pink
Judge Alton B. Parker (D) Yellow buff
Le Toreador (D) Brilliant red

Margaret Woodrow Wilson (D) Creamy white suffused pink
 Pride of California (D) Red
 Purple Manitou (D) Purple
 Rosa Nell (D) Deep rose pink
 Sanhican's Bluebird (D) Large bluish
 Silver Sheen (D) Lavender
 White President (D) White
 Zion's Delight (D) Large deep red

At 8c Each

Charlotte Caldwell (B) Large orange
 Bashful Giant (or Apricot Giant) (D) Apricot and amber
 Barbara Redfern (D) Large gold and rose
 Charlotte Alexander (D) White tipped red
 Gallant Fox (D) Red
 Gertrude Brinton (D) Red
 Hillcrest Mandarin (D) Large red and yellow
 Jean Kerr (D) White
 Mina Burgle (D) Red
 Mrs. I. de Ver Warner (D) Orchid lavender
 Oyster Bay Beauty (D) Large oxblood red
 Pride of Stratford (D) Best large red orange
 Rock Red (D) Red
 Rose Glory (D) Rose lavender
 Sanhican's Monarch (D) Large Tyrian rose center, lighter tips.
 The Commodore (D) Most dependable giant yellow informal

At 10c Each

Monmouth Champion (D) Flame red
 Nanaquaket (D) Large pink
 Penn Charter (D) Huge buff tinted apricot
 Rose Fallon (D) Giant old gold
 Snowdrift (D) Large white
 The Governor (D) Large yellow formal

At 12c Each

Blue River (D) Huge bluish
 City of Cleveland (D) Large orange suffused red
 Clara Carder (D) Large cyclamen pink
 Commando (D) Large lavender
 Fred Springer (THE GREAT KILLY-LIEU or BEDDING or HEDGING DAHLIA) (D) Brilliant red
 Jane Cowl (D) Bronzy buff and salmon
 Jersey's Beacon (D) Scarlet and buff
 Jersey's Beauty (D) Pink
 Josephine G. (D) Pink
 Kemp's White Wonder (D) Large white
 Kentucky (D) Salmon sport of Jersey's Beauty
 Marshall's Pink (Marie) (D) Light pink
 Mrs. Geo. Le Boutillier (D) Finest large red
 Omar Khayyam (D) Large red and orange
 Oriental Glory (D) Cadmium orange
 Purple Fluffy Ruffles (D) Purple
 Sagamore (D) Apricot buff
 Wm. H. Hogan (D) Large red and white bi-color
 Zadig (D) Golden buff

At 15c Each

Gov. Heil (C) Orange
 Miss Belgium (C) Coral
 Star of Bethlehem (C) White
 Arcturus (D) Scarlet and gold
 Autumn Sunset (D) Large yellow tinted red
 Delwood's Glorious (D) Deep pink
 Detroit (D) Rich red

Elleanor Radell (D) Rose pink
 Girl of Hillcrest (D) Golden buff
 Hillcrest Sunset (D) Autumn shade
 Jersey's Sovereign (D) Salmon orange
 Jimmy Foxx (D) Henna
 Kilgore's King (D) Large yellow shaded pink
 King Alfred (D) Red with light reverse
 Robert Scott (D) Autumn shade
 Sharazad (D) Large pink
 Thomas A. Edison (D) Royal purple
 Wenning's White (D) White

At 20c Each

Osa Helen (C) Huge American Beauty red
 Betty Zane (Pink Favorite) (D) Large pink
 California Idol (D) Large light yellow
 Carl G. Dahl (D) Large apricot and buff
 Daddy Kemp (D) Huge reddish purple
 D-Day (D) Pink
 Dorothy Ward (D) Large lavender
 Eva Martin (D) Fine pink
 George A. Relyea (D) Orange tipped white
 Incandescent (D) Bronzy yellow and pink
 Jersey's White Beauty (D) White
 Kilgore's Purple (D) Purple
 Miss Oakland (D) Large pure white
 Montebello (D) Violet crimson
 Mrs. Thomas A. Edison (D) Red with lighter reverse
 Mrs. W. Keene (D) Yellow
 Pink Profusion (D) Pink
 Red Sunset (D) Red
 Sherwood's Peach (D) Giant bright salmon buff
 The Fireman (D) Bright red
 Twilight (D) Pinkish lavender
 Wotana (D) Orange
 Wm. G. Wyllie (D) Large yellow, buff and pink
 Zant's Pink (D) Dark pink
 Zant's Purple Beauty (D) Fine large purple
 Zant's White (D) White

At 25c Each

Amelia Earhart (C) Autumn shade
 Alice May (D) Fine large white
 Col. Lewis (D) Large deep pink
 Glamour (D) Large purple
 Kemp's Great Eastern (D) Huge orange gold
 Kemp's Monarch (D) Reddish orange
 Kemp's Glamorous (D) Large yellow and pink
 Kindig's Purple (D) Latest, largest, loveliest purple
 Link's Gorgeous (D) Yellow overlaid pink
 Maffie (D) Red
 Massasoit (D) Pink
 Monarch of the East (D) Huge golden buff
 Oakleigh Monarch (D) Large cerise red
 Ogden Reid (D) Huge informal pink
 Premier's Winsome (D) Huge light pink
 Victory (D) Large salmon pink

SMALL FLOWERING TYPES

While our planting of Pompons and Miniatures is still quite limited, our plants at the date of this writing (July 15th) are looking very fine and should give us a crop sufficient to take care of those of our customers whose catalog circulation is not over 200,000 copies. Our planting stock this year was entirely of our own growing and we, therefore, can feel certain that it is absolutely true to name and free from disease.

Pompons At 10c Each

Amber Queen (P) Apricot and amber
Bobby (P) Plum
Dee Dee (P) Lavender
Darksome (P) Maroon
Edith Mueller (P) Gold edged orange
Fascination (P) Pink
Joe Fette (P) White
Johnny (P) Red
Jonkheer C. Van Sitters (P) Yellow tipped orange
Mary Munns (P) Lavender
Morning Mist (P) White suffused lavender
Phyllis (P) Purple
Rosalie (P) White suffused pansy purple
Rosa Wilmouth (P) Pink
Spy (P) Bright red
Sunbeam (P) Red with yellow base
Yellow Gem (P) Yellow

Miniatures At 10c Each

Baby Royal (M) Salmon pink
Blue Eyes (M) Bluish
Buckeye Baby (M) Golden buff
Corinna (M) Deep yellow
Diana Jean (M) Light yellow
Fairy (M) Tiny Jersey's Beauty pink
Orchid Lady y (M) Orchid lavender
Princess Alba (M) White
Sylvia (M) Cherry red
White Fawn (M) White

Mixed Pompons and Miniatures at 5c Each

We shall have a few thousand roots of Mixed Pompons and Miniatures available. This mixture will be especially desirable for Florist's planting and Bargain Offers.

Wrapped Dahlias

1953 ASSORTMENT

FOR COUNTER TRADE

100 Roots, not less than ten good varieties, which should sell for 25c, 35c and 50c each, every root wrapped and labelled (Order 1953 Assortment) - \$10.00

All stock in this assortment is strictly high class and in order to enable you to guarantee same to your customers, we give 10% extra count to take care of any replacement claims. A liberal supply of cultural leaflets and such advertising matter as may be available will be included with each assortment.

Get Your Reservation Order In Now

Stock to be Shipped When Needed

Wayland Dahlia Gardens

Largest Dahlia Growers In The World

E. R. and H. M. Ryno, Props.

WAYLAND

PHONE 3661

MICHIGAN

Exact size of box 5 x 6 x 2½ inches.
Retail for \$1.00 to \$3.75 per box.

Five different collections.
Packed 12 boxes per case.

W BLUE LABEL DAHLIAS W

Sure to Grow. Free from Disease. True to Name



EXHIBITION 6 DAHLIAS 6

SERIES E-2

Comprising the following decorative varieties,
each root wrapped and labeled:

MRS. GEO. LE BOUTILLIER, Huge red
THE COMMODORE, Mammoth yellow
MARSHALL'S PINK, Large pink
KEMP'S WHITE WONDER, Largest white
COMMANDO, Huge lavender
CITY OF CLEVELAND, Large orange

Complete Cultural Directions Inside
Grown where Dahlias Grow best

BOXED DAHLIAS For Counter Trade

Series A-1—6 roots of large-flowering dahlias, assorted types and colors, not labeled individually.
\$3.60 per case (30c per box). Retail for \$1.00.

Series B-1—6 Beautiful Dahlias—1 art type, 1 ball type, 1 cactus type and 3 decorative type. Each
root wrapped and labeled. \$6. per case (50c per box). Retail for \$1.50.

Series E-1—6 Exhibition Dahlias, all decorative type, each root wrapped and labeled. \$7.20 per
case (60c per box). Retail for \$2.

Series E-2—6 Exhibition Dahlias—of finest varieties grown—each root wrapped and labeled. \$9.
per case (75c per box). Retail for \$2.50.

Series H. R. 1—5 Honor Roll dahlias—latest, largest and finest varieties, each root wrapped and
labeled. \$12. per case (\$1. per box.) Retail for \$3.75.

Retail prices suggested above are not arbitrary and dealers are permitted to sell at prices to meet local demands.

For list of varieties included in each of above collections see page 2.

Wayland Dahlia Gardens

Phone 3661

Wayland, Michigan

Get Your Reservation Order in Early

While we have more than a million plants this year with a total of about seven-hundred different varieties, many varieties are still limited as to quantity available for 1953. We, therefore, urge all our customers to estimate their requirements and advise us as early as possible so we can enter their Reservation Orders to cover their needs for 1953. After our crop is booked up we cannot accept any further orders this year. To avoid disappointment send us your order without delay. No deposit required.

WAYLAND DAHLIA GARDENS

Home of a Million Dahlias

Wayland

Phone 3661

Michigan

Terms and Conditions

Not less than 10 roots of any variety will be supplied at the prices quoted in this list, and no wholesale orders will be accepted from parties not actually engaged in the florist or seed and nursery trade.

Boxed Dahlia Collections are packed in cases of 12 boxes and no broken cases can be supplied.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We do not substitute unless specifically instructed to do so.

With our Boxed Dahlias we reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack roots safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where roots are put up in special packages for resale.

Claims for rejections, errors or omissions must be made within ten days after arrival of goods.

GUARANTEE—While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS—Unknown persons should send either cash in full or 25% with order, balance C.O.D. Parties whose credit is approved may order roots shipped any time after Dec. 1st and invoice for same will be made payable the 10th of the second month following date of shipment. No goods can be shipped on open account where amount of order is less than \$25.

REFERENCE—As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan